

## ABSTRACT OF THE DISCLOSURE

### AQUEOUS INKJET INK COMPOSITION

5           An aqueous inkjet ink composition suitable for printing on a  
hydrophobic surface such as a vinyl surface including an aqueous  
emulsion polymer having a glass transition temperature (T<sub>g</sub>) of from  
−40 °C to 150 °C; a pigment; and a water-soluble surface agent is  
provided. Also provided is a method for providing an image on a  
10 hydrophobic surface and the image so provided.